

**Amendments to the Claims**

Claims 1-54 (cancelled).

55. (previously presented): A cold mixing process for preparing a liquid aqueous cleanser containing monoalkanolamide, the process comprising the step of cold mixing a liquid monoalkanolamide surfactant emulsion into a separately prepared aqueous formulation containing at least one principal surfactant, wherein the liquid monoalkanolamide surfactant emulsion comprises on a total monoalkanolamide surfactant emulsion weight basis:

(a) about 1 to about 30 active weight percent of a monoalkanolamide that is substantially solid and insoluble in water at a temperature below about 30°C;

(b) an emulsifying effective amount of a monoalkanolamide emulsifying surfactant selected from the group consisting of an amphoteric surfactant, a zwitterionic surfactant, an anionic surfactant, a nonionic surfactant, a cationic surfactant and non-interactive mixtures thereof;

(c) up to about 10 weight percent of a water soluble inorganic electrolyte salt;

(d) up to about 15 weight percent of a non-surfactant organic solvent; and

(e) the balance being water;

wherein the monoalkanolamide surfactant emulsion has a total solids content in the range of about 20 to about 60 weight percent and remains phase stable and pumpable at a temperature in the range of about zero to about 30°C.

56. (previously presented): The cold mixing process of claim 55 wherein the monoalkanolamide is coconut monoethanolamide.

57. (currently amended): The cold mixing process of claim 55 wherein the monoalkanolamide emulsifying surfactant is an amphoteric surfactant selected from the group consisting of an acylamphoacetate, an acylamphodiacetate, an acylamphopropionate, and water soluble salts thereof wherein the acyl group has about 8 to about 22 carbon atoms and the principal surfactant is an anionic surfactant selected from the group consisting of or an alkylaryl sulfonate, an alkyl sulfate, an alkyl ether sulfate, having from 1 to about 4 moles ethylene oxide, an alkyl sulfonate, a sulfosuccinate, an alkali metal salt thereof, and mixtures thereof, wherein the alkyl group contains from about 12 to about 18 carbon atoms.

58. (previously presented): The cold mixing process of claim 55 including the further step of cold mixing a fragrance in the monoalkanolamide surfactant emulsion prior to cold mixing the resulting fragranced emulsion with the separately prepared aqueous formulation.

59. (previously presented): The cold mixing process of claim 55 wherein the aqueous monoalkanolamide surfactant emulsion is pearlescent and produces a substantially transparent cleanser.

60. (previously presented): The cold mixing process of claim 55 wherein the cleanser is in the form of a shampoo, bubble bath, liquid soap or body wash.

Claims 61-65 (cancelled).

66. (new): The cold mixing process of claim 55 wherein the monoalkanolamide is selected from the group consisting of a monoethanolamide, a monoisopropanolamide, a diethylene glycolamide and mixtures thereof.

67. (new): The cold mixing process of claim 55 wherein the monoalkanolamide is an alkanolamine condensate of a fatty acid selected from the group consisting of lauric acid, palmitic acid, stearic acid, oleic acid, linoleic acid and mixtures thereof.

68. (new): The cold mixing process of claim 55 wherein the monoalkanolamide comprises an alkanolamine condensate of a fatty acid derived from a plant oil selected from the group consisting of coconut oil, soybean oil, canola oil, wheat germ oil, peanut oil, corn oil, olive oil and mixtures thereof.

69. (new): The cold mixing process of claim 55 wherein the monoalkanolamide is selected from the group consisting of coconut monoethanolamide, lauric monoethanolamide, stearic monoethanolamide, oleic monoethanolamide, linoleic monoethanolamide, lauric isopropanolamide, coconut diglycolamide and mixtures thereof.

70. (new): The cold mixing process of claim 55 wherein the monoalkanolamide emulsifying surfactant is a zwitterionic surfactant selected from the group consisting of an alkyl betaine, an alkylamido betaine, an alkyl sultaine, and an alkylamido sultaine, wherein the alkyl group has from about 8 to about 22 carbon atoms.

71. (new): The cold mixing process of claim 55 wherein the monoalkanolamide emulsifying surfactant comprises an anionic surfactant selected from the group consisting of an alkyl sulfate, an alkyl ether sulfate having from 1 to about 10 moles ethylene oxide groups, an acylisethionate, a sarcosinate, a sulfosuccinate and alkali metal salts thereof, wherein the alkyl group or acyl group has from about 8 to about 24 carbon atoms, and mixtures thereof.

72. (new): The cold mixing process of claim 55 wherein the inorganic electrolyte salt is selected from the group consisting of alkali metal salts of hydrochloric acid and sulfuric acid.

73. (new): The cold mixing process of claim 55 wherein the non-surfactant organic solvent is a cosmetically acceptable polyol, alcohol or mixture thereof.

74. (new): The cold mixing process of claim 56 wherein the monoalkanolamide emulsifying surfactant is selected from the group consisting of an amphoteric surfactant, a zwitterionic surfactant, an anionic surfactant and mixtures thereof.

75. (new): The cold mixing process of claim 74 wherein the monoalkanolamide emulsifying surfactant is sodium cocoamphopropionate.

76. (new): The cold mixing process of claim 74 wherein the monoalkanolamide emulsifying surfactant is a mixture of sodium cocoamphopropionate and sodium laureth-3 sulfate.

77. (new): The cold mixing process of claim 74 wherein the monoalkanolamide emulsifying surfactant is cocobetaine.

78. (new): The cold mixing process of claim 74 wherein the monoalkanolamide emulsifying surfactant is cocamidopropyl betaine.

79. (new): The cold mixing process of claim 55 wherein the monoalkanolamide is isopropanolamide and the monoalkanolamide emulsifying surfactant is lauryl betaine.